

EVENT HELP GUIDE

Tips and suggestions to consider when planning your event

alzheimer's wa

the dementia experts

PRE-EVENT

Budget

Set a clear and achievable budget for your event, recording all your expenses (venue, décor, promotion, catering, and printing) and income categories (ticket sales, donations, sponsorship). It is important to update this weekly with all expenses and income so that you have a clear idea of what you are spending and what profit to expect.

Venue

Choose a venue that suits your event, making sure to keep costs, parking, transport and accessibility in mind. It is important to have one main point of contact with your venue to speak with whenever you have questions, queries or concerns. It is also a good idea to organise a site visit 1-2 weeks prior to the event to ensure everything is going according to plan.

Checklist

Write down everything you need to do in the lead up to the event. Break it up into days, weeks or months depending on how much lead-time you have. Make sure to refer back to this checklist regularly to ensure your event planning is on track.

Run sheet

Plot all activities onto a spreadsheet with an approximate time in which they need to be completed and the person who is responsible for completing this task. Tick them off as you go to ensure you have not missed any steps along the way. The run

sheet will ensure your event runs smoothly from the beginning setup to pack down at the end of the event.

Sponsorship

Fundraising events are supported through community and corporate sponsorship. This could be in the form of:

- » financial support to help produce the event
- » in-kind gifts to use as competition prizes or to auction off and raise funds
- » complimentary or discounted services to help make the event more affordable

When contacting a potential sponsor, make sure to have a clear idea of what you are asking them for and outline to them how the sponsorship agreement could benefit both the cause and their organisation.

Marketing and promotion

Raise awareness about your event and the cause it is supporting by promoting through the following channels:

- » Social media
- » Build a free website - We recommend using Wix or Weebly
- » Develop flyers/brochures/posters and distribute to local companies
- » Promote on free event listing websites such as Perth Happenings, We Love Perth or ExperiencePerth.com

Registration and invitations

Depending on the style of event, decide if you are going to send out printed invitations or use an online registration platform (we recommend using Eventbrite or TryBooking) but keep in mind they will take a percentage of ticket sales.

Permits and licences

Consider the following common permits and licences when planning your event:

- » Liquor and Gaming Licence - Contact Department of Racing, Gaming and Liquor
- » Food Permits - Contact your event's local Shire
- » Music License - Contact Australasian Performing Right Association (APRA)
- » Road Closures - Contact Main Roads Western Australia

Suppliers

Consider food and beverage, entertainment, audio visual, first aid and waste management when planning your event.

Waste management

When choosing a venue for your event, make sure to ask about their waste management provisions and procedures. Does the venue have enough toilets, including disabled toilets or will you have to order them externally? Does your venue have rubbish bins you can use, or will you have to hire your own?



Site map or room plan

Designing a site map or room plan means that you can visualise how you want your event to look, saving you time and stress during setup. They can also be used as a guide when delegating tasks to staff or volunteers.

Volunteers

Split the event up into tasks that you can delegate out to your volunteers. Make sure that volunteers are given a briefing prior so that they understand their role at the event.

EVENT DAY

Ensure you have the following documents with you on the event day:

- » Guest list
- » Run sheet
- » Resource list
- » Permits and licences
- » Contact details of suppliers and volunteers
- » Site maps or room plans
- » Speeches

For further information about your fundraising event, please contact us on **1300 66 77 88** or **events@alzheimerswa.org.au** or visit **alzheimerswa.org.au**